1. What is a logo?

A logo is a graphic mark commonly used by commercial businesses and organizations to help others to recognize the business or organization.

1. Identify the two main types of logos

Logos are either symbols or icons or are a logotype or wordmark.

1. Name three ancient items that contributed to modern logo design.

Three ancient items that contributed to modern logo design are cylinder seals, coins, and designs on coats arms.

1. When did the current era of logo design begin?

The current era of logo design began in the 1950s.

1. Name 3 famous logo designers.

Chase Bank, Mobil Oil, and is Chermayeff & Geismar,

1. What is a pictogram and how is it different from a logo?

They serve as points of reference and help overcome language barrier. A logo is a graphic mark commonly used by commercial businesses and organizations to help others to recognize the business or organization.

1. Why are pictographs used at the Olympic Games?

Because many people who speak different languages come to the Olympics. A pictogram will overcome the language barrier

1. What is the main feature of most Olympic pictographs?

The designs are more rounded out and smoothed.

1. From the quiz, identify 5 companies whose logo is a pictogram.

Converse, Starbuck , Shell, NBC, Sprint.

1. From the second quiz, identify 5 companies whose logo is a pictogram.

Target, Wikipedia, t mobile, Warner bros, travelers.

Bonus 1. What two sports are named in the article?

Baseball and football